

## 2017 Advertising rates:

### Full colour

Number of insertions	+11	6-11	3-5	1-2
Full Page	13 695	15 900	18 250	19 500
Half Page	9 250	10 825	12 375	13 350
Quarter Page	6 325	7 300	8 350	9 075
Prime Positions				POA

**Group discount scheme:** Companies currently advertising in other publications in the New Media stable, qualify for a combined space-booking series discount.

- Advertorials will be charged at standard advertising rates
- All rates are exclusive of VAT and quoted in ZAR
- Advertising contracts to be used within a 12-month period

## Additional marketing tools

### Prices and specifications on request:

- Belly bands
- Cover flap (half cover)
- Gatefold
- Post-It Note
- Bookmark
- Classifieds
- Inserts
- Online
- E-Newsletters

## Industrial distribution



## Geographical distribution & Occupational title

General management	1 776
Marketing, sales and distribution	202
Production, operations and engineering	1 301
Administration	156
Research and development	323
<b>SUB TOTAL</b>	<b>3 758</b>
Advertising agencies/PR consultants	160
Promotional copies	165
<b>GRAND TOTAL</b>	<b>4 083</b>



## Editorial profile

**Food Review** has been the industry mouthpiece for the past 43 years. Incorporating **Beverage Review** and **Packaging Review**, the journal is more comprehensive, relevant and valuable than ever.

The journal is the only one of its kind in the country to target decision makers in the manufacturing processes of food, beverages and, related industries. It offers incisive and authoritative reports on all aspects of the process, from raw material sourcing, to manufacturing and packing, right down to the distribution and marketing of finished goods.

**Food Review** informs readers about the introduction of new ingredients, equipment, products and packs, and provides objective commentary on local and international market trends and issues, as well as significant processing and packaging technologies.



## Contacts

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## Technical Data – Material to bleed must be supplied allowing 3mm all round

<b>Trim Size</b> 210mm(w) x 297mm(h)	<b>Half Page (Horizontal)</b> <b>Trim Size</b> 177mm(w) x 130mm(h)	<b>Half Page (Vertical)</b> <b>Trim Size</b> 88.5mm(w) x 262mm(h)	<b>Third Page (Horizontal)</b> <b>Trim Size</b> 177mm(w) x 85mm(h)	<b>Third Page (Vertical)</b> <b>Trim Size</b> 68mm x 262mm	<b>Quarter Page (Horizontal)</b> <b>Trim Size</b> 177mm(w) x 65mm(h)	<b>Quarter Page (Vertical)</b> <b>Trim Size</b> 88.5mm(w) x 130mm(h)
<b>Full Page Type Area</b> 180mm(w) x 260mm(h)	<b>Type Area</b> 168mm(w) x 110mm(h)	<b>Type Area</b> 75mm(w) x 248mm(h)	<b>Type Area</b> 168mm(w) x 65mm(h)	<b>Type Area</b> 55mm(w) x 248mm(h)	<b>Type Area</b> 168mm(w) x 50mm(h)	<b>Type Area</b> 75mm(w) x 110mm(h)
<b>Bleed</b> 216mm(w) x 303mm(h)						

## Production specifications

- All material must be supplied in digital format to New Media specifications.
- New Media would prefer that all advertising material be supplied as a print-ready high-resolution CMYK PDF file.
  - All fonts and images must be embedded and all images should be 300dpi, CMYK
  - Files must be supplied as single pages
  - Please allow a minimum of 3mm bleed all round where required
- New Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:
  - Photoshop – EPS, TIFF and JPG files (flatten image)
  - Illustrator – EPS or AI files (create outlines for text)
  - InDesign – (Package)

**If changes are required, please supply open files**  
**Additional charges apply to design alterations**

# Editorial features list 2017



<h2>JANUARY</h2> <table border="1" data-bbox="107 261 248 405"> <thead> <tr> <th colspan="2">DEADLINES</th> </tr> </thead> <tbody> <tr> <td>EDIT</td> <td>01/12</td> </tr> <tr> <td>ADV</td> <td>08/12</td> </tr> <tr> <td>MAT</td> <td>15/12</td> </tr> </tbody> </table>	DEADLINES		EDIT	01/12	ADV	08/12	MAT	15/12	<ul style="list-style-type: none"> <li>• CEREALS &amp; GRAINS</li> <li>• METAL DETECTION</li> <li>• SMART INGREDIENTS</li> </ul> <p><b>BEVERAGE REVIEW</b></p> <ul style="list-style-type: none"> <li>• FRUIT JUICE, CORDIALS &amp; CONCENTRATES</li> </ul> <p><b>PACKAGING REVIEW</b></p> <ul style="list-style-type: none"> <li>• INKS &amp; COATINGS</li> <li>• RIGID PLASTIC PACKAGING</li> </ul>	<h2>MAY</h2> <table border="1" data-bbox="766 261 907 405"> <thead> <tr> <th colspan="2">DEADLINES</th> </tr> </thead> <tbody> <tr> <td>EDIT</td> <td>28/04</td> </tr> <tr> <td>ADV</td> <td>05/05</td> </tr> <tr> <td>MAT</td> <td>10/05</td> </tr> </tbody> </table>	DEADLINES		EDIT	28/04	ADV	05/05	MAT	10/05	<ul style="list-style-type: none"> <li>• DAIRY FOOD</li> <li>• HEATING &amp; REFRIGERATION</li> <li>• SNACKS &amp; CONFECTIONERY</li> </ul> <p><b>BEVERAGE REVIEW</b></p> <ul style="list-style-type: none"> <li>• BEERS &amp; CIDERS</li> </ul> <p><b>PACKAGING REVIEW</b></p> <ul style="list-style-type: none"> <li>• FLEXIBLE PACKAGING</li> <li>• INSPECTION &amp; DETECTION</li> </ul>	<h2>SEPTEMBER</h2> <table border="1" data-bbox="1467 261 1608 405"> <thead> <tr> <th colspan="2">DEADLINES</th> </tr> </thead> <tbody> <tr> <td>EDIT</td> <td>25/08</td> </tr> <tr> <td>ADV</td> <td>01/09</td> </tr> <tr> <td>MAT</td> <td>08/09</td> </tr> </tbody> </table>	DEADLINES		EDIT	25/08	ADV	01/09	MAT	08/09	<ul style="list-style-type: none"> <li>• BAKERY</li> <li>• DAIRY FOOD</li> <li>• SAFETY &amp; HYGIENE</li> </ul> <p><b>BEVERAGE REVIEW</b></p> <ul style="list-style-type: none"> <li>• WATER PROCESSING SYSTEMS</li> </ul> <p><b>PACKAGING REVIEW</b></p> <ul style="list-style-type: none"> <li>• END OF LINE PACKAGING</li> <li>• SECURITY FEATURES FOR PACKAGING</li> </ul>
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### KEY

EDIT – Editorial Submission Deadline

ADV – Advertising Booking Deadline

MAT – Final Advertisement Material Deadline

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